



OFFICE OF PUBLIC RELATIONS

PUBLIC RELATIONS OFFICER

INTRODUCTION: This position is responsible for professional level Public Relations work communicating the Hopi Tribe's mission, goals, policy initiatives and reactions/opinions on matters impacting the Hopi Tribe and its people, utilizing multi-media channels of communication.

DUTIES: (The following examples of duties are intended to be illustrative only and are not intended to be all inclusive or restrictive).

1. Manages the Public Relations Office designed to organize and conduct publicity campaigns to propel tribal policy initiatives for public opinions, comments, support and to respond to issues/events that adversely/negatively affect and impact the Hopi Tribe.
2. Liaises with and utilizes various media communication agencies/organizations to carry out the publicity campaigns; conducts periodic press conferences and disseminates press releases on behalf of tribal leaders and administrators; communicates/disseminates information/press releases through appropriate forms of media.
3. Plans and organizes public forums, presentations, community education events or special events to bring awareness on important issues affecting the Tribe and the Hopi/Tewa people.
4. Attends Hopi Tribal Council sessions, committee and management meetings, court hearings, conferences, etc., to gather information; conducts research work to verify/confirm information/data; conducts personal interviews to obtain information and comments/opinions.
5. Responds to telephone, personal and or email messages requesting more information, complete office narrative reports, photographing events, working collaboratively with Hopi Tribal personnel, developing schedules, writing and coordinating newsletters and calendar of events.
6. Performs other duties as assigned or authorized to achieve tribal/office goals and objectives.

COMPLEXITY: The work includes varied duties requiring many different and unrelated processes and methods applied to a broad range of activities or assessment of unusual circumstance, variations in approach and incomplete or conflicting data. Decisions regarding what needs to be done include undefined issues and elements, requiring extensive probing and analysis to determine the scope of the situation. The work requires continuing effort to resolve unyielding problems, originate new techniques, etc.

SUPERVISION RECEIVED: The incumbent is under general administrative supervision of the Hopi Tribal Chairman. The incumbent and supervisor, in consultation, define the objectives, priorities, deadlines and assists incumbent with unusual situation that do not have clear precedents. The incumbent plans and carries out the work assignments in accordance with instructions, policies and accepted practices in the occupation and coordinates the work with others as necessary. The incumbent keeps the supervisor informed of progress, potentially controversial matters or far-reaching implications. Completed work is reviewed from an overall standpoint in terms of feasibility or effectiveness in meeting requirements or expected results.

PERSONAL CONTACTS: Contacts at this level involve representing the Hopi Tribe, its interests and communicating with the public as well as coming into contact with employees within/outside the immediate work area. The purpose of these contacts is to exchange factual information, plan and coordinate work efforts, provide assistance and establish a network of resources.

PHYSICAL EFFORT & ENVIRONMENTAL FACTORS: The work is performed in a standard office environment, in meeting places and in the community setting, requiring normal safety precautions typical of office/meeting rooms and working around office machines/equipment. The position will require some physical exertion such as long periods of sitting, standing, walking and driving. The incumbent is expected to maintain a flexible work schedule to meet the demands of the position working evenings, weekends and holidays. Extensive travel on and off the reservation is necessary.

MINIMUM QUALIFICATIONS:

1. Required Education, Training and Experience:

- A. Education : Bachelor's Degree in Public Relations, Communications, Marketing, Journalism or closely related field;

AND

- B. Experience : Four (4) years experience involving public information, public relations, media relations, communication, marketing or related field;

2. Required Knowledge, Skills and Abilities:

A. Knowledge:

Knowledge of general theories and complex principles and practices of public relations, public information and basic communication techniques
Knowledge of publicity techniques and practices
Knowledge of the socio-economic, traditions and cultural environment of the Hopi Reservation
Knowledge of the principles and practices of composing and editing information material
Knowledge of effective interviewing techniques and effective media dissemination

B. Skills:

Skill in effective verbal and written communication
Skill in organizing a program or major events
Skill in preparing news releases, conducting public presentations, etc
Effective professional public relations skills
Skill in operating modern office machines/equipment and applicable software programs

C. Abilities:

Ability to develop marketing and promotional material
Ability to write creatively to ensure audience interest
Ability to interact tactfully and courteously with the public
Ability to plan and accomplish work independently, adhering to objectives priorities and deadlines.
Ability to effectively handle comments and feedback for the public
Ability to establish and maintain positive professional effective working relationships with others

NECESSARY REQUIREMENTS:

1. Must complete and pass the pre-employment screening (includes a fingerprint and background investigation) in accordance with Hopi Tribal Policy.
2. Must possess a valid Arizona driver's license and satisfactorily pass the Hopi Tribe's Defensive Driving Course.

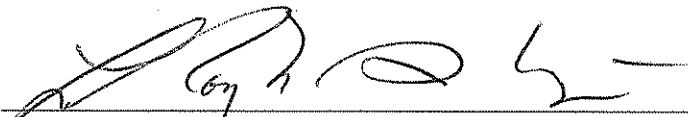
PREFERRED QUALIFICATION:

1. Speak and understand the Hopi language to communicate with members who prefer to speak the Hopi language.

CONDITION TO EMPLOYMENT:

All offers of employment will be contingent upon successful completion of all reference checks, education verification (including credentials, licenses and degrees), and background investigation and other pre-employment screening requirement.

REVIEWED BY:




Hiring Authority

2/19/11

Date

APPROVED BY:



Human Resources Director

2-15-11

Date

EXEMPT
Range 47
02/2011